



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

## Contract # 339830

### Schedule Dates

11/05/12-11/06/12

### Advertiser

Pol/Iss/Justice for All NC (17172)

### Agency

Innovative Advertising (2144)

### Product

Political - Issue (1068)

### Brand

JUSTICE FOR ALL NC (140965)

### Salesperson

Telerep/Philadelphia, Philadelphia (1057)

### Sales Office

Telerep/Philadelphia

### Buyer Name

Innovative Advertising  
469 North Columbia Street  
Covington, LA 70433

### Phone/Fax

/

### CPE

N/A

### Account Types

National/Political

### Billing Type

Standard

### Comments

JUSTICE FOR ALL NC  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

### Charlotte (WSOC)

By Broadcast Month

Nov. 2012	Spots	Rate
5		\$14,105.00
<b>Grand Total:</b>	<b>5</b>	<b>\$14,105.00</b>

Date Entered	11/05/12
Last Modified	11/05/12
Entered By	Jill Hipskind
CO-OP	No
Headline #	06403127
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$2,115.75
Net Total	\$11,989.25
Sales Tax	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	4:30A- 4:59A (EST)			1						1	\$500.00	\$500.00	Charlotte (WSOC)		11/5/12
2.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	5A- 5:30A (EST)			1						1	\$1,250.00	\$1,250.00	Charlotte (WSOC)		11/5/12
3.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	5:30A- 6A (EST)			1						1	\$1,250.00	\$1,250.00	Charlotte (WSOC)		11/5/12
4.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	11P- 11:35P (EST)		1							1	\$3,605.00	\$3,605.00	Charlotte (WSOC)		11/5/12
5.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	8P- 10P (EST)		1							1	\$7,500.00	\$7,500.00	Charlotte (WSOC)		11/5/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

REP HEADLINE# 6403127  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
NOV2/12 17.24  
\*\*\* WSOC-TV \*\*\*

ADV # ADV. NAME ISS/JUSTICE FOR ALL NC REP. # OFF. # 220 SALESMAN #  
AGY # AGY. NAME INNOVATIVE ADVERTISING BUYER NAME HEIDI GUERRA  
403 N. COLUMBIA STREET SALES PRSN PH- NICK WELTE

ORDER # CONTRACT # 6403127 CLASS: NATL. LOCAL REGIONAL  
COVINGTON, LA 70433

PRDCT JUSTICE FOR ALL NC EST# COMMENTS: (LINE ORDER, INVOICE)  
FLIGHT DATES NOV5/12 NOV6/12 WK-1  
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV2/12 17.24

REP: TO JILL  
FR JARED  
NEW ISSUE ORDER  
TOTAL \$14105  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

*Malibu Ratings*  
*eric.pkins@groupm.com*  
*1/19/89.25*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			430A-459A	30		\$500.00	11/6	11/6	1		TUE	1
PROGRAM : NEWS												
2			500A-530A	30		\$1,250.00	11/6	11/6	1		TUE	1
PROGRAM : NEWS												
3			530A-600A	30		\$1,250.00	11/6	11/6	1		TUE	1
PROGRAM : NEWS												
4			1100P-1135P	30		\$3,605.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
5			800P-1000P	30		\$7,500.00	11/5	11/5	1		MON	1
PROGRAM : DANCING WITH THE STARS												

*WUE*  
*ONE*

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	:	:	:	:	:	:
CONTRACT TOTAL 14105.00												
TOTAL SPOTS 5												

MARKET TOTALS \$14,105 WSOC 100% WBTV 0% WCNC 0% WCCB 0% WJZY 0% WMYT 0% WAXN 0%  
CABL 0%

SVC- NSI  
DEMOS- RA35+\*